

**For Immediate Release**

## **“Invisible Gamepad” Kickstarter aims to bring controller-free precision to touchscreen gaming**

**Miami** – When you think of mobile gaming, you usually think of games like Angry Birds and Cut the Rope – touchscreen-friendly fare with simple 2D graphics. Which is odd, when you think about it: why are games like these the poster children for mobile gaming when all you ever hear about the latest devices is how they can present a console-quality experience thanks to tech like nVidia’s Tegra hardware? And why do we respond to mobile-exclusive entries in major game franchises – which ought to break this status quo – with groans instead of cheers?

The bottom line is, touchscreens are far from optimal for console-style gaming. Action games that require high precision rarely translate well to mobile platforms: if you can’t feel the controls, playing reflex-intensive action games becomes an exercise in flailing thumbs. The alternative is to buy a controller add-on of some kind, but then you have to carry another device in your pocket just to play your games on the go. The lack of tactile feedback on touchscreen devices has kept mobile gaming from being taken seriously, and the only solutions up until now have been inelegant at best.

Invisible Gamepad, a set of handy stick-on controls for touchscreen devices, offers a unique solution to this stubborn problem. They work with any game on any device: if it uses the screen, you can use Invisible Gamepad with it. Best of all, they don’t interfere with normal operation: they’re made of transparent film with raised edges that provide just enough tactile feedback that you can feel the controls without having to look. You can leave them on indefinitely and still use your phone or tablet for non-gaming purposes: they’re there when you need them, and unobtrusive when you don’t.

The project will be launched on [Kickstarter](#) in the next few days. It remains to be seen whether it will meet its goals, but feedback from testers has been almost universally positive. “Invisible Gamepad is the only product that lets you play with precision anywhere you want without a cumbersome accessory,” says Olivier Buigues, creator of Invisible Gamepad. “You just pull out your mobile device and play.”

The Invisible Gamepad package will contain a set of 63 transparent stick-on controls in various shapes and sizes as well as a microfiber cleaning cloth.

For more information, visit [www.InvisibleGamepad.com/press](http://www.InvisibleGamepad.com/press) or directly our Kickstarter webpage <http://www.kickstarter.com/projects/1750839532/invisible-gamepad-precise-and-convenient-mobile-ga?ref=live>

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